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Amendment to the Claims:

A listing of the entire set of pending claims 1 and 3-23 is submitted herewith per 37 CFR §1.121. This listing of claims 1 and 3-23 will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A computerized method performed by a data processor

for recommending one or more available items to a target user, comprising the steps of:

obtaining a history of selecting one or more available items by at least one third party;

partitioning a third party selection history into a plurality of clusters, wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

modifying a target user's history of selecting said one or more available items with one or more third party clusters to produce a modified target user's history;

processing the modified target user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party;

generating a recommendation score for at least one of said available items based on said target user's profile; and

displaying the recommendation score to the target user.

2. (Cancelled)

3. (Original) The method of claim 2, wherein said obtaining step further

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comprises the step of receiving a user selection of one or more of said clusters of similar items.

4. (Original) The method of claim 1, wherein said one or more items are programs.

5. (Original) The method of claim 1, wherein said one or more items are content.

6. (Original) The method of claim 1, wherein said one or more items are products.

7. (Currently Amended) A computerized method performed by a data processor

for maintaining a user profile indicating preferences of a user, comprising the steps of:

partitioning a third party selection history into a plurality of clusters,

wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

receiving a selection from said user of at least one of said clusters of similar items; and

modifying updating said user profile using said user selected clusters.

8. (Original) The method of claim 7, wherein said user profile is associated with a program content recommender.

9. (Original) The method of claim 8, wherein said user profile indicates viewing

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preferences of said user.

10. (Original) The method of claim 7, wherein said step of updating said user

profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

11. (Original) The method of claim 7, wherein said one or more items are programs.

12. (Original) The method of claim 7, wherein said one or more items are content.

13. (Original) The method of claim 7, wherein said one or more items are products.

14. (Currently Amended) A system for recommending one or more available items, comprising:

a memory for storing computer readable code; and a processor operatively coupled to said memory, said processor configured to:

(1) obtain a history of selecting one or more available items by at least one third party;

(2) partitioning a third party selection history into a plurality of clusters,

wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

(3) selecting one or more clusters from the third party selection history;

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(4) modifying the target user's history of selecting said one or more available items with said selected one or more clusters from the third selection history to produce a modified target user's history;

(5) processing the modified target user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party,

(6) generating a recommendation score for at least one of said available items based on said target user's profile; and

(7) displaying the recommendation score to the target user.

15. (Original) The system of claim 14, wherein said processor is further configured to partition said third party selection history into clusters containing similar items.

16. (Original) The system of claim 15, wherein said processor is further configured to receive a user selection of one or more of said clusters of similar items.

17. (Currently Amended) A system for recommending one or more available items, comprising:

means for obtaining a history of selecting one or more available items by at least one third party; and

means for partitioning the at least one third party selection history into a plurality of clusters, wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and,

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wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

means for modifying a target user's history of selecting said one or more

available items with at least one cluster selected from the plurality of clusters comprising the third party selection history the third parties' history to produce a modified target user's history;

means for processing the modified target user's history to generate a target user

profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party;

means for generating a recommendation score for at least one of said available

items based on said target user's profile as modified by said third parties' history; and

means for displaying the recommendation score to the target user.

18. (Currently Amended) A system for maintaining a user profile indicating

preferences of a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured

to:

partition a third party selection history into clusters containing

similar items partitioning a third party selection history into a plurality of clusters,

wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

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receive a selection from said user of at least one of said clusters of similar items; and

update said user profile using said selected clusters.

19. (Original) The system of claim 18, wherein said user profile is associated with a program content recommender.

20. (Original) The system of claim 18, wherein said user profile indicates viewing preferences of said user.

21. (Original) The system of claim 18, wherein said step of updating said user profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

22. (Currently Amended) An article of manufacture for recommending one or more available items to a target user, comprising: a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

- 1) a step to obtain a history of selecting one or more available items by at least one third party;
- 2) a step to partition a third party selection history into a plurality of clusters, partitioning a third party selection history into a plurality of clusters, wherein each cluster is comprised of a

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segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters, wherein each cluster contains items exhibiting a specific pattern,

3) a step to modify a target user's history of selecting said one or more available items with one or more third party clusters to produce a modified target user's history;

4) a step to process the modified target user's history to generate a target user profile, wherein the modified history characterizes preferences of the target user as modified to reflect preferences of the third party;

5) a step to generate a recommendation score for at least one of said available items based on said target user's profile as modified by said third party selection history.

23. (Currently Amended) An article of manufacture for maintaining a user profile indicating preferences of a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to partition a third party selection history into a plurality of clusters, partitioning a third party selection history into a plurality of clusters, wherein each cluster is comprised of a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters, wherein each cluster contains items exhibiting a specific pattern;

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a step to receive a selection from said user of at least one of said plurality of clusters of similar items; and

a step to modify a target user's history of selecting said one or more available items with said selected third party clusters to produce a modified target user's history;

a step to process the modified target user's history to generate a target user profile, wherein the modified history characterizes preferences of the target user as modified to reflect preferences of the third party;

a step to generate a recommendation score for at least one of said available items based on said target user's profile as modified by said third party selection history.